

EAST Search History**EAST Search History (Prior Art)**

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|------------------------|------------------|---------|---------------------|
| S10 | 1348 | ((postal zip) ADJ code\$1) WITH (target\$3 customi\$6 personali\$6 tailor\$3 individuali\$6 optim??\$5 focus?\$2) | US- PGPUB; USPAT | OR | OFF | 2010/06/30 23:44 |
| S12 | 333 | S10 SAME (Internet URL online "on-line" LAN (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site))) | US- PGPUB; USPAT | OR | ON | 2010/06/30 23:51 |
| S13 | 61 | S12 AND (@ad< "19991117" @prad< "19991117" @rlad< "19991117") | US- PGPUB; USPAT | OR | OFF | 2010/06/30 23:52 |
| S14 | 194 | S10 SAME (URL (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site))) | US- PGPUB; USPAT | OR | ON | 2010/06/30 23:59 |
| S15 | 37 | S14 AND (@ad< "19991117" @prad< "19991117" @rlad< "19991117") | US- PGPUB; USPAT | OR | OFF | 2010/07/01 00:00 |

7/ 2/ 2010 7:19:04 PM

**C:\ Documents and Settings\dchampagne\ My Documents\ EAST\ Workspaces\ 09714665
\ web_trgtng_zip_code.wsp**